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# USDA Inside USDA Information

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## ALL FOR YOU

Lots of job announcements this week...also lots of folks hunting. And you'll find messages from folks here and there...a quick survey report, or a quick report of a survey...some new ideas and some local (D.C.) events...plus some renewed banter...all in this issue.

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## KERN'S ABOARD

Bob Kern, Iowa State U., started his Intergovernmental Personnel Agreement assignment with GPA last week. He'll devote the next six months to defining and preparing more exactly the proposal for what we often refer to as "NPAC II" and outline the strategy and tactics needed to get agricultural communicator groups involved in developing the new project. If you need to reach Bob, his room is 543-A and his telephone is (202) 426-3876.

Oh yes, NPAC stands for National Project in Agricultural Communication. NPAC I was funded by Kellogg Foundation, lasted for about 7 years in the 1950's and was headquartered at Michigan State U.

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## OUTDOING OUTLOOK...

From the U. of Minnesota, David McAllister shipped us a copy of the commercial publication, "The Farmer," which carried a special supplement of the 1980 Ag Outlook prepared by university folks. The supplement was in the Sept. 15 issue.

Dave says they've been printing the Outlook for years as a regular extension publication...but could print only a limited number. That costs about 45¢ a copy. This year it got into the hands of 112,500 Minn. subscribers (95% of the farmers in the state subscribe to the magazine) plus 1500 in Wisconsin...and the company printed an additional 5000 inserts for extension distribution. The university's share of the cost, split with the magazine publisher, was \$2600 or only about 2¢ per copy.

Typesetting, printing and delivery of the extra 5000 copies took only 12 working days...complete with handling last-minute copy changes as late as 2 days before delivery.

Dave hopes the project might be continued and thinks the idea could be expanded to include other annual publications. He also offers to answer questions or field comments about the project if you want to write him at the Department of Information and Ag Journ., 433 Coffey Hall, 1420 Eckles Ave., St. Paul 55108.

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PHOTOGRAPHERS...HO!

You in the D.C. area may want to attend the National Press Photographers Association "flying short course seminar" Oct. 22. It will be held at the Shoreham Hotel from 8 a.m. to 4:45 p.m. If you want more information, call Mary Sebrechts, Animal and Plant Health Inspection Service, on extension 72731. Reservation forms are available in room 1151-S.

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LISTEN TO THIS, AMIGO

If you're still with us, those "Inside..." readers in D.C. who speak Spanish can now hear USDA's Hispanic radio reports locally on WGTS-FM at 91.9 on your FM dial. Tapes are used on Mondays, Tuesdays, and Wednesdays during "La Hora Latina" from 8 to 9 p.m.

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DOUBLING UP PAYS OFF

From Jim Johnson, GPA, comes word on a "ripple" effect arising from some of the Agri-Tape/Farm Program Report items GPA's Radio-TV division produces.

Seems Mike Statler of Virginia Polytech. has a 2-minute information item which he produces using a brief opening and close. He puts 10 of the items on a tape and mails them out each week. He uses a number of Jim's materials to supplement his Virginia material.

Mike sends the series to 48 stations...decided to ask them if they used them. His findings were that 90% do use the items...most were using more than 50% of each package.

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NEW TEXAS BURN-IN

Once upon a time...and still today sometimes...ranchmen branded livestock by heating an iron and searing the hide of the animals. In Texas today, according to an article by Mary Mahoney, Texas A&M, folks there are placing brands on 254 special oak panels...representing families who have had significant roles in this history of the Texas livestock industry.

The 254 panels represent the counties of the state. Since some 200,000 brands are recorded and on file in Texas, local selection committees have been picking the brands for the project...about 15 brands per county eventually will be used, assuming we've read Mary's story correctly.

If you want to read more about the Texas "burn-in," write Mary for a copy of her article in the summer issue of "Texas Agricultural Progress." She's at the Dept. of Agri'l Communications, Texas A&M U., College Station 77843. We think you'll find the story interesting.

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FILM? WHAT FILM?

King Lovinger, APHIS, says Buddy Renfro and other motion picture folks took a dull, technical subject and turned out a film that is highly interesting and "attention getting and keeping." He's talking about an apparently unnamed film on quarantine inspection operations at U.S. ports of entry.

The film is 20 minutes, explains port operations, orients travel agents and others and trains miliary and customs officials. When we get the name of the film, we'll let you know so you can order a copy.

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OH SAY DID YOU SEE?

Gracing the pages of the special brochure announcing 1979 Oscars in Agriculture were two familiar mugs...judges for the annual contest. They were Jim Evans, U. of Illinois, and Roy Battles, recent retiree from the Farmers Home Administration.

In case you haven't heard, the winners they helped select were Jim Ross, KMA-Shenandoah, Iowa; Orion Samuelson, WGN-Chicago; Lori Sturdevant, Minneapolis Tribune; and Charles Taylor, Texas Farmer-Stockman.

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BOUNCING AROUND

Notes from here and there include a request from Fortunato (Lucky) Teho, radio-TV specialist emeritus from the U. of Hawaii. He wants to receive "Inside..." Good taste, no?

Then we got a card from GPA's Larry Quinn who's tooling around Europe on vacation...a call from Cordell Hatch, Penn. State U., who's back from some island in the Indian Ocean...a note from Ham Kenney, Canadian retiree, who reports printing increases that have gone up 351% in 80 years--a 4.38% increase each year...word that Janet Poley is back from Africa--she's a one-time inf specialist with the U. of Nebraska who now works with the Office of International Cooperation and Development in USDA...that Bob Kern's Iowa State tasks are being handled by Leon Thompson--in fact, Leon will have the permanent title of Extension Editor....

And, another tidbit has it that 101 folks are signed up for the Science Information Conference at Ames. There are three workshops established, complete with instructors. The Gateway Motel is full. Call Ramada Inn (515) 232-3410 or Silver Saddle Motel (515) 232-8363 for housing.

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JOB HUNTING...

Did we say something about job openings and seekers? We sure did. First a couple of seekers:

Ken Larsen, 7613 Newburg Dr., Lanham, Md. 20801, is a self-employed management consultant who has worked under federal government and private contracts on several assignments, including some writing and editing projects. He's a grad of the U. of Utah and has a Master of Arts from there and a year toward a PhD at American U.

Pat Duffey, 812 S. Mercer Ave., Bloomington, Ill. 61701, has been working with FS Services, Inc., a Midwest farm supply cooperative. He's got a B.S. from St. Norbert College, DePere, Wis., and has experience as a news editor, farm editor, and presently is publicity director with FS Services, Inc.

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JOBS AVAILABLE...

Lloyd Bostian, U. of Wisconsin, sends us a notice for an agricultural sciences writer/editor at the International Center for Tropical Agriculture (CIAT) at Cali, Colombia. Person hired will work with research staff in developing articles and publications. Send letters of application, with curriculum vitae and three references to: Dr. Alexander Grobman, Director for International Cooperation, Centro Internacional de Agricultura Tropical, Apartado Aereo 6713, Cali, Colombia. Closing date is Nov. 15.



Bill Stellmon, U. of Idaho, has an opening for a publications editor. He's looking for someone with experience in publications who will have total publications responsibility for ag research and extension. Closing date is Nov. 15...at least query Bill before that date. Bill's telephone is (208) 885-6436.

The Vermont Department of Agriculture is hunting for applicants for an agricultural development director. Required are 5 years' experience at or above a technical or professional level in commercial agricultural production, agricultural education, agricultural marketing, agricultural inspection, or agricultural promotion. A bachelor's degree in the fields of agriculture, agricultural economics, agricultural marketing or production, or agricultural information and education also are required. Part of the job will be to oversee information work.

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CURRENT FILED RECORDS

If interested, get in touch with the Deputy Agriculture Commissioner George Dunsmore, Dept. of Ag., Montpelier 05602 or call the department of personnel there at (802) 828-3483.

Dick Lee, U. of Missouri, has circulated a job announcement for an entry-level position on his staff. Individual hired will work with extension 4-H and youth faculty to plan and produce communication materials--news, features and photo materials; publications, AV materials; and instructional materials.

A master's degree is preferred and candidates must have experience and a demonstrated ability as writer, editor, and photographer.

The MU position is available Nov. 1, and applications will be accepted until Oct. 29. Send resumes to Dick at 1-98 Ag Bldg., U. of Mo.-Columbia, Columbia 65211.

At USDA, the Soil Conservation Service is hunting for a GS-14 public information officer to help on the National Ag Lands Study and serve as principal advisor to the exec. director of the study. Applicants must have 6 years experience...at least 1 year at GS-13 level. To apply, contact Richard A. Myers, Chief, Employment Br., SCS, P.O. Box 2890, Washington, D.C. 20013 or call (202) 447-2631. Closing date is Oct. 22.

Science and Education Administration is hunting two GS-13 people... one to serve as editor of the "Agricultural Research" and "Extension Review" magazines; the other to serve as the head of the Audio Planning Unit of the AV group--both in SEA Information. To apply, contact Patricia Roberts, SEA Personnel Br., Room 107, Bldg. 003, BARC-WEST, Beltsville, Md. 20705 or call (301) 344-3437. Closing date for each job is Oct. 15, so hurry.

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